

METHOD AND APPARATUS TO DETERMINE AND USE AUDIENCE AFFINITY AND APTITUDE

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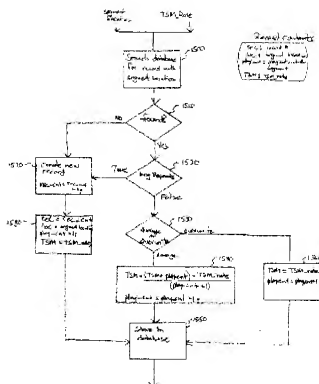
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Abstract of WO0120596

A method and apparatus for determining audience affinity and/or aptitude in portions of media works (10100) and for developing information that represents measures of the audience affinity and/or aptitude is presented. Also presented is a method and apparatus for utilizing the information to create altered media works and/or to present the altered media works to an audience. The method includes presenting the media work to an audience (10100); obtaining user input regarding presentation rates for the portion of the media work (10200); correlating content or properties of the portion with the presentation rates (10300); associating audience affinity or aptitude with the correlated content or properties.



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